



AGENDA ITEM NO. **1L**  
COUNCIL MEETING **8/15/13**  
APPROVED BY \_\_\_\_\_

DEPARTMENT DIRECTOR \_\_\_\_\_

CITY MANAGER 

August 15, 2013

**FROM:** BRUCE A. RUDD, City Manager/ PARCS Director   
Parks, After School, Recreation and Community Services Department

**BY:** KAREN M. NORRIS, Administrative Manager **KN**  
Parks, After School, Recreation and Community Services Department

**SUBJECT:** AWARD REQUIREMENTS CONTRACTS FOR CONCESSIONAIRE SERVICES AT  
THREE CITY PARK SITES.

#### RECOMMENDATION

Staff recommends that the City Council approve the awarding of requirements contracts to three local vendors to provide food and beverage service at Regional Sports Complex, Lions Skate Park and Todd Beamer Park.

#### EXECUTIVE SUMMARY

The Request for Proposal (RFP) was issued to solicit proposals to provide quality food and beverage products for sale at one or more specified City park sites. Proposers had the option to bid on one or more of the three regional parks and twelve neighborhood park sites listed.

Based upon staff's review of the three proposals received in response to the RFP, staff recommends that City Council approve the awarding of one year contracts with up to two (2) one year extensions to Java Joe (Regional Sports Complex), Sno-Ball Express (Todd Beamer Park), and Tropical Island (Lions Skate Park).

#### BACKGROUND

Specifications were prepared and a Notice Inviting Bids was published in the Business Journal on February 13, 2013 and posted on the City's website. Bid specifications were distributed to six (6) prospective bidders.

Three (3) bid proposals were received and publicly opened on March 19, 2013. The three proposals were from the following: (1) Java Joe for Regional Sports Complex at \$400 per month, (2) Sno-Ball Express for Todd Beamer Park at \$300 per month, and (3) Tropical Island for Lions Skate Park at \$300 per month. Each vendor has an established relationship with the PARCS Department. The proposals were reviewed and evaluated by staff and all three proposers were found to be qualified for contracts.

#### FISCAL IMPACT

Up to \$12,000 of revenue will be received from the three Concessionaires on an annual basis. All revenues received will be used for maintenance in the parks.

Attachments: Evaluation of Proposal  
Report of Evaluation Committee

LISTING OF PROPOSERS

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FOR: REQUEST FOR PROPOSALS FOR REQUIREMENTS CONTRACT CONCESSIONAIRE  
SERVICES FOR FRESNO REGIONAL AND NEIGHBORHOOD PARKS

RFP No. 9223  
RFP Opening: 3/19/13

PROPOSER'S (In alphabetical order)	TOTAL PROPOSAL AMOUNT	
1. JAVA JOE'S 414 W. TEAGUE AVE. FRESNO, CA. 93711	Tier 1 Revenue	\$4,800.00
	Tier 2 Revenue	\$0.00
	Tier 3 Revenue	\$0.00
	Total Revenue for Tier 1	\$4,800.00
2. TROPICAL ISLAND 1045 N. ECHO AVE. FRESNO, CA 93705	Tier 1 Revenue	\$0.00
	Tier 2 Revenue	\$3,600.00
	Tier 3 Revenue	\$0.00
3. SNO - BALL EXPRESS 2302 E. REVERE RD. FRESNO, CA 93720	Tier 1 Revenue	\$0.00
	Tier 2 Revenue	\$3,600.00
	Tier 3 Revenue	\$0.00
	Total Revenue for Tier 2	\$7,200.00

**Note:** The goal of this Request for Proposal (RFP) was to solicit proposals to provide quality food and beverage to the users of the City's regional and neighborhood parks. The Request was for a one year contract with up to 2 (two) one year extensions. Sixteen (16) sites within City parks were specified within in the RFP for bids. Proposers had the option to bid on one or more of the park sites listed. Three (3) bid proposals were received and publicly opened on 3/19/13. The three proposals were all for different sites and were from vendors with an established relationship with the PARCS Department. The proposals were reviewed and evaluated by staff and all three proposers were found to be qualified for contracts. Staff is therefore recommending that each of the three proposers be awarded contracts for the sited they proposed,

Each proposer has agreed to allow the City until September 16, 2013 to accept or reject their proposal.

DEPARTMENT CONCLUSIONS AND RECOMMENDATION:

☒ Award contracts to all proposers  
in accordance with the Selection Committee recommendation.

☐ Reject all proposals. Reason:

Remarks:


LISTING OF PROPOSERS

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FOR: REQUEST FOR PROPOSALS FOR REQUIREMENTS CONTRACT CONCESSIONAIRE  
SERVICES FOR FRESNO REGIONAL AND NEIGHBORHOOD PARKS

RFP No. 9223  
RFP Opening: 3/19/13

Department Head Approval



Title City Manager/Interim PARCS Director

Date 7/21/13

☒ Approve Dept. Recommendation

☒ Approve Finance/Purchasing Recommendation

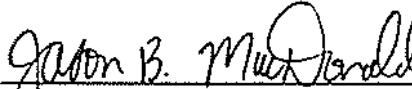
☐ Disapprove

☐ Disapprove


☐ See Attachment

FINANCE DEPARTMENT

CITY MANAGER

  
Purchasing Manager Date 7/22/13

  
City Manager or Designee Date 7/22/13

  
Assistant Controller Date 7/22/2013

Report from Evaluation Committee  
RFP No. 9223 Concessionaire Services  
For Fresno Regional & Neighborhood Parks

**REPORT FROM EVALUATION COMMITTEE  
REQUEST FOR PROPOSAL FOR  
REQUIREMENTS CONTRACT CONCESSIONAIRE SERVICES  
FOR FRESNO REGIONAL AND NEIGHBORHOOD PARKS**

**COMMITTEE MEMBERS:**

Margie Pina, Computer Systems Specialist III, ISD  
Diane Printz-White, Executive Assistant, PARCS  
David Rodriguez, Recreation Specialist, PARCS Special Events  
Jean Runnels Senior Buyer City of Fresno, General Services Dept. - Purchasing Facilitator

**BACKGROUND:**

The goal of this Request for Proposal (RFP) was to solicit proposals to provide quality food and beverage to the users of the City's regional and neighborhood parks. The Request was for a one year contract with up to 2 (two) one year extensions.

A Request for Proposals following development of bid specifications of Notice Inviting Bids was published in the Business Journal on 2/13/13 and was also posted on the City's website. Sixteen (16) sites within City parks were specified within in the RFP for bids. Proposers had the option to bid on one or more of the park sites listed. Bid specifications were distributed to six (6) prospective bidders. Three (3) bid proposals were received and publicly opened on 3/19/13. The three proposals were all for different sites and were from vendors with an established relationship with the PARCS Department. The proposals were reviewed and evaluated by staff and all three proposers were found to be qualified for contracts. Staff is therefore recommending that each of the three proposers be awarded contracts for the sites they proposed.

**EVALUATION BY COMMITTEE:**

Java Joe: (Regional Sports Complex)

This proposer conformed to all the RFP requirements. The proposer bid \$400 per month for one of two sites at the Regional Sports Complex for an annual total of \$4,800.

Sno-Ball Express: Todd Beamer Park

This proposer conformed to all the RFP requirements. The proposer bid \$300 per month for the only site at Todd Beamer for an annual total of \$3,600.

Tropical Island: Lions Skate Park

This proposer conformed to all the RFP requirements. The proposer bid \$300 per month for the only site at Lions Skate Park for an annual total of \$3,600.

**RECOMMENDATION**

The three proposals received are for different sites. The Committee recommends award of one year contracts with provisions for up to two (2) one year extensions to the three (3) proposers listed above. This proposal meets all the RFP requirements.

See attached  
Summary of Information Submitted by Proposers

RFP RC Concessionaire Services for  
Fresno Regional Neighborhood Parks - Revised 4/19/13

Jean Runnels  
Opening 3/19/13

PROPOSERS	Java Joe's	Sno - Ball Express	Tropical Island
CRITERIA			
Ability to meet the stated service requirements	Yes	Yes	Yes
Operations and Staffing Plan	Yes	Yes	Yes
Past Performance and Experience	Yes	Yes	Yes
Ability to Handle City's volume	Yes/Currently providing service to the City	Yes/Currently providing service to the City	Yes/Currently providing service to the City
Conformance	Yes	Yes	Yes
Financial Stability	Provided	provided	Provided
Policies/Security Measure	Provided	Not Provided	Not Provided
Concessions	Provided	Provided	Provided
Trailer/Vehicle	Provided	Provided	Provided
Tier 1	\$4,800	\$0	\$0
Tier 2	\$0	\$3,600	\$3,600
Tier 3	\$0	\$0	\$0
Total Annual to City	\$4,800	\$3,600	\$3,600
Other issues -Exceptions/Concerns			

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